

---

From the desk of Rebecca Matter, President of AWAI

---

# By Simply Following the Proven 4-Step Blueprint Below, You Can Build a Complete Web Copywriting Business in 14 Days or LESS ...

**Yes, even if you have zero writing experience,  
have never had a client before, or don't even  
know where to start!**

---

Dear Reader,

I'm about to show you that your dream of becoming a skilled and in-demand web writer in a matter of days isn't just possible ...

It's actually easy when you have a proven Blueprint that's been perfected by a team of the country's top web copywriting experts.

This proven Blueprint — which I'm about to share with you — makes it so you don't have to spend months, or heaven forbid, *years* getting your web copywriting business started ...

It's designed for speed.

In fact, these steps can be taken in **a minimum of 14 days**, if you want.

You see, once you've got a plan and momentum, you don't stop to overthink things ...

And when all the steps you need to get your web copywriting business up and running are laid out before you, you don't need to!

**So, if you're ready to harness the power of speed to bypass the frustration and self-doubt that hold others back ...**

And you want your copywriting business up and running *yesterday* ...

And you'd like to leapfrog ahead of the learning curve ...

All without cutting any corners ...

Then you'll definitely want to keep reading and discover this "4-Step Blueprint" today.

It's a complete roadmap of skills to learn and action steps to take to launch a web copywriting business *fast*.

**And to show you how easy it is to follow this Blueprint, I'm going to give you an overview of the steps ... right here.**

But don't worry about taking notes — I'm about to show you how to get a FREE printable copy to help you keep track of your progress, and guide you step-by-step through this exciting process.

**GET YOUR FREE COPY OF THE 4-STEP BLUEPRINT HERE ...**



Before I show you the four steps though, let me explain where the Blueprint comes from.

It's the culmination of a team of Master Web Copywriters' decades of experience in the field, best practices, and up-to-the-minute expertise.

And, it's been nine long years in the making.

You see ...

Every year for the past nine years, I've brought THE top web experts in the industry together to do what others would say is "the impossible":

Transform a select group of people — some with no writing experience whatsoever — into *Web Copywriting Specialists* with the skills and confidence they need to take on their own clients ... all in just three-and-a-half days!

We call this event AWAI's *Web Copywriting Intensive*.

And every year, these experts prove that with excitement, momentum, dedication, and the right resources at hand ... something as "crazy" as getting a complete web copywriting education in just 84 hours is actually pretty simple.

But for this year's event, I initiated an even bigger challenge.

I didn't JUST want to give attendees the fundamental and advanced web-writing skills they needed ...

I wanted them to leave with a *complete business framework in place.*

That included a portfolio of sample web copy projects and an effective self-marketing plan.

And it worked.

This year's event was the BEST *Web Intensive* ever because of it.

And if you weren't able to join us, you now have the opportunity to replicate the experience ...

And build your own web copywriting business from scratch ... using the exact roadmap we gave those who attended the *Web Copywriting Intensive* ...

**... From the comfort of your own couch with *AWAI's 2016 Web Copywriting Intensive Home Study Program.***

Here's the thing about the **Home Study** ...

You get ALL of the recorded presentations, hot seats, and the Q&A sessions from the *2016 Intensive*.

You get *everything*. And the only thing is, it's a massive amount of learning.

It can be easy to get lost.

Now at the live event, my team and I are there to be your "tour guides" ... to answer all of your questions ... and show you exactly where to go next.

I don't have that pleasure with the Home Study. (As much as I'd like to, I can't come to everyone's house to guide you through the materials. 😊)

That's why I designed the 4-Step Blueprint ... to act as your tour guide through the **Home Study Program** in my stead.

With the Home Study recordings and the Blueprint at your fingertips, you'll have EVERYTHING you need to build your web copywriting business, including ...

- ✓ ALL of the Master Copywriters' presentations available to teach you **both basic and advanced skills**: the web copywriter's "tools of the trade" and the extra tricks that make you the obvious choice for the job ...
- ✓ The advanced education that transforms you into a confident, top-notch web writer and marketer ...
- ✓ Simple exercises that show you how to create a top-to-bottom sample web marketing campaign (the "**Ultimate Portfolio**") that makes your clients confident in your skills ...
- ✓ The guidance to create a **self-marketing plan** you're comfortable with and inspired to implement ...
- ✓ How to find, land, and work with clients effectively ...
- ✓ And much, MUCH more (as you'll soon see!) ...

It's exciting and fast-paced. Each Master Copywriter has a knack for teaching that makes the learning *easy* and enjoyable.

And, when you follow the 4-Step Blueprint (which you'll get for free with your **Home Study Program**), you'll know exactly which sessions to listen to when ... what exercises to do ... and what steps to take next.

Plus, you'll have a visible progress chart, so when you get to the end of this step-by-step roadmap, you KNOW you're ready to launch your business!

In short, you're going to get a top-notch education from the pioneering writers of our industry ... build a business in a very short time frame ... and do it all confidently, never feeling overwhelmed or unsure of where to go next.

And you get it all for a fraction of what others paid to learn the same information live.

That's it!

Simple, right?

Now, let me give you an overview of the 4-Step Blueprint ... introduce you to your Master Instructors ... and show you how simple it is to "check off" each step toward success.

---

## **BLUEPRINT STEP #1**

---

# **LEARN THE FUNDAMENTAL SKILLS**

During the fundamentals sessions in your *Home Study Program*, you'll get an up-to-date education on how web copywriting really works — including how to write powerful websites, content marketing campaigns, social media, and more!

Every journey begins with a single step ... and your first step is to learn the "basics" of web copywriting.

## **Build Your Skill Set with Nick Usborne's *Fundamentals of Writing for the Web***

Your first stop on the Blueprint is Nick Usborne's cornerstone presentation, *The Fundamentals of Writing for the Web*.



**Nick Usborne**  
**Web, Content, & Social Media Expert**

Nick is THE pioneer of copywriting for the Internet.

Seriously!

He was one of the first direct-response copywriters to realize writing for an online audience was fundamentally different than writing for print.

He wrote the first book on writing for the Web, *Net Words*, and he's been an in-demand freelance writer and consultant for companies like *The New York Times*, Disney, Yahoo!, and Microsoft for almost 20 years — which is about as long as the Internet has been around.

In your **Home Study Program**, you get to go through two “basics” sessions with Nick — nearly six recorded hours of fundamentals essential to your success as a web writer.

In these keystone sessions, you will ...

- ✓ Discover the fascinating origins of web writing ... and why that history matters so much, your career depends on understanding it.
- ✓ Learn the essential differences between writing for print and writing for the Web. Knowing these key differences will put you *head and shoulders* above the rest of most copywriters today ...
- ✓ Discover the number one thing you can use to differentiate both your clients' marketing (and your copywriting services) from the crowd ...

- ✓ Learn to write the key types of website copy, including basic information pages (the building blocks in your digital architecture of persuasion) ... effective home pages that both orient the reader and compel him to continue deeper into the site ... and persuasive landing pages that grab him by the lapels and get him to take action *now*.
- ✓ Plus, you'll get 22 of Nick's best optimization tips you can use to supercharge your websites, emails, and e-newsletters ... and blow your conversion rates through the roof.

These are the fundamentals of web copywriting ... and with Nick's help, you'll be able to bypass years of "trial and error," and master them in a matter of hours.

---

"Nick is a calm, authoritative speaker who has both intelligence and credibility."

*– Sally Eastwood  
Laguna Beach, CA, 2013 Web Intensive Attendee*

---

"Nick's quiet charm removes the anxiety from such a massive undertaking. (His rants are very amusing too!)"

*– Vicki Corriere  
Austin, TX, 2013 Web Intensive Attendee*

---

"[Nick is an] excellent teacher. Really appreciate his kind, thorough teaching style. Very helpful. Thank you."

*– Dr. Ron Jahner  
Chicago, IL, 2013 Web Intensive Attendee*

---



Then, you'll get to apply what you've learned right away on real, live websites  
as ...

## **Pam Foster Shows You How to Write Multi-Page Websites – and the 10-Point Copy Checklist to “Audit” Your Clients’ Pages**



**Pam Foster**  
**Emcee; Business-Building Expert**

- » Director of Copywriting Training, AWAI
- » Successful freelance copywriter in B2B, pet, and vet niches
- » Expert on choosing a niche, SEO, writing website copy, website audits, client-landing, *and* working with clients
- » Author of AWAI's *Site Audits Made Simple*, *Working Effectively with Web Clients*, and *How to Choose Your Writing Niche*

Join Nick and AWAI Master Instructor Pam Foster for these in-depth learning sessions, where you'll discover ...

- ✓ How to write website copy for “multi-page” sites ... a very common need that your future clients can keep you busy with for *months* ...
- ✓ Where your opportunities are in website copy ... regardless of your niche ... and how to ride in and be a website hero ...
- ✓ Why you can charge “very decent” rates ... of \$250-\$500 or MORE per page ...
- ✓ The 5 C’s of web copy that *works* ... follow these simple characteristics to write effective website copy that gets more results ...
- ✓ The simple questions to ask a potential website client *before* you start. (Use Pam’s guidelines, and you’ll start each client call on the right foot, demonstrate your expertise without belittling, and “talk money” with confidence — all making you look like a pro right out of the gate!)
- ✓ How to master “the message” of the website — a key differentiator between websites that rock ... and those that flop ...
- ✓ Plus, get **Pam’s #1 most useful tool: The Web Purpose Creative Brief** ... where you’ll get ALL the details you need from your client to write the most powerful website possible.
- ✓ And MUCH more!

Then, join Pam and Nick for an **in-depth, “real life” website analysis** ... where they’ll walk you through the **10-Point Copy Checklist** you can “steal” to professionally analyze your clients’ sites for strength and potential improvements.

“Pam Foster rocked it! The messages were clear and very focused on what we needed to know! Takeaways

that will be immediately useful.”

*- Nancy Ross Brewer  
2016 Web Copywriting Intensive Attendee*

---

“Pam has some of the best organized, paced, and applicable tips in her presentations. She provides very practical, real examples for us to learn better copywriting skills.”

*- Pat Casello-Maddox  
2016 Web Copywriting Intensive Attendee*

---

“The live website analysis really helped for a real-life example of how to improve and optimize an already ‘pretty’ website.”

*- Michelle Koran  
2016 Web Copywriting Intensive Attendee*

---

“Pam Foster stole the show!! I wasn't going to add web content writing on my services – she made it SO easy I'm going to add this tool to my box!”

*- Carl Thompson  
2016 Web Copywriting Intensive Attendee*

---

Once you're a website master, it's time to move on to the second (and third) most powerful drivers of customer relations online ...

# Content Marketing & Social Media with Nick Usborne

These two fast-paced media are now inextricably linked ... so it's smart to learn to leverage both at the same time to boost your clients' — and YOUR — bottom line.

Why?

According to Nick, “content” is no longer just an article or blog post ...

In today's Internet environment, it refers to anything that attracts attention, informs, entertains, interacts with readers, and builds relationships.

In other words — it's social.

This marriage of two writing specialties is GREAT news for you.

Every time you write a blog post or article for a client, you'll want to share it on social media. (A service you can charge additional fees for.)

And, having an active social media presence is invaluable fodder for new articles and other forms of content, like podcasts, videos, interviews, and more ... all projects that require a professional copywriter's touch and you can charge hundreds — even thousands — for.

Nick has written *thousands* of articles online over the span of his career ... and he wrote AWAI's *How to Make Money as a Social Media Marketing Expert* ... so he's the perfect one to guide you through this crash course.

He'll get you up-to-date on the broader and deeper value of online content ... what's working *now* ... and show you how using these *foot-in-the-door* projects can help you land bigger projects with your new clients.

He'll answer questions like ...

- ✓ What exactly is “web content” ... and which types should you use to get the biggest “bang” for your buck?
- ✓ How to “increase traffic” and “boost retainment” — problems your web clients will come to you with time and again ...
- ✓ What’s going on with the almighty Google in 2016 ...
- ✓ How to win the “content game” ... and where to find never-ending content inspiration that keeps your pipeline overloaded with high-paying projects ...
- ✓ And much more!

Nick’s sessions have always been a favorite among attendees ... and you’ll be getting plenty of them in your *Home Study Program*.

... And that’s all it takes.

That’s the end of Step #1 on your Blueprint.

Easy, right?

Not to mention exciting!

The skills and in-depth education you’ll have by the end of Step #1 *alone* put you ahead of 95% of the working web writers out there.

But, to be a truly great web writer ... and launch your business FAST ... you’ll definitely want to keep moving on to Step #2.

It’s time to apply what you’ve learned ... dive into the “nitty-gritty” of an effective web marketing campaign ... become the “total package” for your clients ... and *charge* for it!

# BLUEPRINT STEP #2

---

## ADVANCE YOUR SKILLS

In this step of the Blueprint, you're going to build on the basic skills you just learned.

You'll work your way through advanced web copy concepts and learn hard-earned, master copywriting techniques that will instantly increase your expertise (and confidence).

For your next session, web expert Brian Edmondson takes you to the top of the "web sales funnel," and shows you how to attract new traffic — and potential buyers — to your clients' website.

### **Get the "Golden Touch" ... How to Write Ads that Drive Traffic and Landing Pages that Build Lists with Brian Edmondson**

In the age of e-commerce, there is nothing more precious than "The List" ... the list of all the names and contact information of an organization's current customers and "leads," or prospective buyers.

These are people who have given their permission to receive information and promotions straight to their inbox ... so you can continue to build a relationship with them that eventually leads to a sale.

And when you know the secrets to *build* that list for your client, *you* hold the key to the treasure chest!



**Brian Edmondson**  
**Ads, Landing Pages, & List Building Expert**

**Founder, [InternetIncomeCoach.com](http://InternetIncomeCoach.com)**

It all starts with writing a powerful ad that gets a potential customer's attention ... and that's exactly what Brian Edmondson is going to teach you to do.

Brian is a self-taught expert in business-building systems and growing lists. He's worked his Internet "magic" for some of the biggest names in our industry, including Early to Rise, Agora, and Tellman Knudson's *Overcome Everything, Inc.*

But beyond his impressive accolades, he's a humble and straight-forward teacher. He makes what can often be a technical, somewhat complicated subject feel like child's play.

By the end of his presentation, you'll have a comprehensive understanding of ...

- ✓ Writing ads that drive targeted, qualified traffic to your clients' websites ...
- ✓ The most effective types of online advertising that drive massive amounts of traffic ...
- ✓ How to write ads that overcome "ad blindness," stand out, and get attention and clicks ...
- ✓ 3 "magic words" that can double, triple, or even produce 10x the results of all your campaigns ...

- ✓ A simple formula for building landing and squeeze pages that build lists FAST ...
- ✓ And much more!

When you can write powerful, lead-generating ads and list-building landing pages, your clients will never want to let you go.

After all, you have “the Midas touch” ... the ability to bring qualified customers in from the cold, and convert them into hot buyers.

And you’ll only get more attractive to your clients after you master this next web marketing strategy ...

One that can significantly boost your income ... and make your clients fall in love with your services ...

## How to Write Emails that Readers *Look Forward* to Receiving with Ben Settle

The title of this next presentation alone will make your mouth water:

**“Street-Smart Email Secrets: How to write emails that double sales, let you command monster fees, and make you look like a hero to your clients.”**

Ben Settle is the email specialist who makes other “A-list” copywriters green with envy ...





## Ben Settle Living Email Legend

- » 14+ years of experience in web marketing
- » The “Seinfeld” of email
- » “Email Players”, his \$97/month print newsletter, is read by people in over 30 countries
- » Praise and testimonials from the world’s most respected marketers and copywriters, including Brian Kurtz, David Deutsch, Ken McCarthy, Bob Bly, and Gary Bencivenga, who is universally recognized as the world’s greatest living copywriter

And his unique approach to email writing has the power to break your clients out of any marketing “lull” they may be experiencing ... rejuvenate their lists ... and get the sales flowing again.

In one of the highlights of the *2016 Web Intensive*, you’ll learn ...

- ✓ How to write emails people look forward to reading (and buying from) ... a stark difference from boring emails that everyone deletes on sight (or worse, sends to spam) ...
- ✓ How to write high-converting emails in as little as 4 minutes ...
- ✓ Make sales and create traffic for your clients “on demand” ...
- ✓ Ben’s “Email Players” system, which helps your clients sell regardless of the strength of the rest of their sales copy ...

- ✓ 10 ways to write subject lines people can't resist opening ...
- ✓ 7 "newbie-proof" ways to create profitable emails ...
- ✓ Why you're doing your list a disservice if you *aren't* selling them something ...
- ✓ Why "unsubscribes" are NOT a bad thing ... (and how to convince your clients of that truth) ...
- ✓ Ben's 30-Day "Double Your Sales" Action Plan ...
- ✓ And more!

"I really loved Ben Settle's session. He was extremely entertaining, so it felt like it flew by. It's also probably the most relevant session for me. And it was really cool to see someone as accomplished as Nick Osborne actually talk about how he should take Ben's advice and be bolder and more outrageous in his work."

*– Tim Matassa  
2016 Web Copywriting Intensive Attendee*

As I said, Ben's presentation was definitely one of the highlights of the *2016 Web Intensive*.

Given that he teaches you how to write daily emails for clients that can boost their sales in 30 days or less ...

Emails that you can charge \$250+ each ...

I'd say that Ben's **Street Smart Email Secrets** session was worth the cost of a live ticket alone (\$4,995).

And your advanced skills session is just getting warmed up ...

Because for the first time ever, seven-figure copywriter Clayton Makepeace joined us in Austin ... and you'll get a double-dose of his master techniques in ...

## Anatomy of a \$15 Million Sales Page (and More) with Clayton Makepeace

I can't tell you how ecstatic I was when one of the world's greatest living copywriters agreed to leave his new mansion on Siesta Key to come teach attendees the ins and outs of writing powerful online sales copy.



**Clayton Makepeace**  
**Master Copywriter**

- » Master of financial copywriting and Video Sales Letters
- » Regularly earns six-figure *royalty* checks
- » Beloved speaker, instructor, and leader of the *Makepeace Mastermind Alliance*
- » Author of *The Makepeace Method* series of programs, 400+ articles on copywriting, and multiple books on the craft

After all, being at his feet is such a rare opportunity. He's often far too busy cranking out million-dollar copy for his clients.

If you're not familiar with Clayton yet ...

Words like "good" or "great" don't come close to describing him.

He is, hands-down, one of the world's highest-paid copywriters. (I'm talking seven-figures!)

He's helped his clients sell over \$1.5 billion worth of products in the health and financial niches.

As legendary copywriter Bob Bly says ...

*"Clayton is the real deal, having proven himself the master at selling dozens of products and services through his powerful copy and marketing strategies, from investment newsletters to vitamins.*

*"Let me tell you the truth, Clayton's copy is so effective, his clients pay him more money than any other copywriter I know of (well over a million dollars a year). He is, without a doubt, one of the top three copywriters (maybe THE top copywriter) in the world."*

Plus, Clayton is responsible for some of the most successful web campaigns of all time.

For example, a web campaign he wrote for his exclusive client, Weiss Research **did a million dollars in sales ... PER WEEK ...** after it was first launched.

Considering those results ... and the fact that he's taught some of the most successful copywriters in the world, like Carline Anglade-Cole, Parris Lampropoulos, and many more ...

You can bet he knows some powerful secrets about writing for the Web.

And he's shared more than three hours' worth of his top tricks in **Anatomy of a \$15 Million Sales Page** and **VSLs, Royalties, and More!**

You'll get some of his best "how-to's" for knocking the socks off your future clients, including ...

- ✓ Secrets for creating online sales campaigns that create offline millionaires ...
- ✓ How Clayton resurrected an old, dying product ... and made \$15 million in revenues in less than six months ...
- ✓ His six-phase product launch procedure — and exact campaign timeline — that you can recreate for your clients, no matter your niche ...
- ✓ 12 tips for winning campaigns ... one of which is, "Steal subject lines from Ben Settle!"
- ✓ 8 questions for finding a powerful theme that can drive a successful campaign for weeks ...
- ✓ 6 extra secrets for high-conversion sales pages ...
- ✓ Plus, how to convert ALL of the copy you write into Video Sales Letters (VSLs) that can push your written campaigns into blockbuster status!

What I admire most about Clayton is not just his seven-figure talent ...

But that he's an incredibly down-to-earth and generous teacher.

He not only presented for over three hours (the complete recordings of which you'll get in your **Home Study Program**) ...

You'll also get TWO bonus webinars with Clayton, courtesy of the master himself:

**CLAYTON MAKEPEACE BONUS #1: A Dozen Seductions: The End of America Promotion**

Exclusively from his sold-out *Financial Copywriting Intensive* in Atlanta, GA, Clayton walks you step-by-step through one of the most successful direct-response packages of all time ... so YOU can learn to re-create that kind of success for your clients.

## **CLAYTON MAKEPEACE BONUS #2: Convergence: How I Wrote the 2<sup>nd</sup> Most Successful Promotion of My Career**

During this bonus, two-hour recorded session from Clayton's *Makepeace Mastermind Alliance*, the master walks you through additional details about how he created his \$15 million sales page ... from the headline to the final P.S.

By this point in your Blueprint, you'll have in-depth training that very few other writers have.

You'll have a comprehensive understanding of web marketing as a whole ... plus some advanced tricks up your sleeve to increase your professionalism, your clients' confidence, and of course, your monthly income.

“The presenters offered precise, useful material which I can take home with me to make real progress in my new business. From how to handle a LinkedIn profile to how to set up my marketing plan to how to land clients to what to do with them once I have them – everything was offered with generosity and passion.”

*Faye Walker*  
*2016 Web Copywriting Intensive Attendee*

These sessions alone are more than enough for you to put yourself on the map and create a career as a web writer.

In fact, after you put a big green checkmark through Step #2, you can say out loud, “I am a web copywriter!”

Now up to this point, you've been doing a lot of watching, listening, thinking, and learning.

Here's where the rubber meets the road.

It's time to start *writing* ...

And I've got a surprise for you that could not only cover your entire investment in this **Home Study Program** (and then some) ...

But give you **a brand-new, high-caliber client** right off the bat! (Hint: It's me!)

---

## BLUEPRINT STEP #3

---

# CREATE YOUR "ULTIMATE PORTFOLIO" – PLUS, GET THE CHANCE TO EARN UP TO \$2,000!

If you've ever wondered how you're going to land a client without samples, Step #3 is the answer to your question.

Here's the secret:

The sole purpose of a portfolio is to prove you can write.

That means you don't *need* a client to create your own samples.

In your *Home Study* sessions, your writing instructors will give you templates, tricks, and techniques for creating strong and effective copy ... then they'll analyze real-life marketing campaigns, so you can see their ideas in action.

And I am going to walk you through the actual writing process.

Simply follow along with me, and you'll soon have an advanced portfolio including ...

- ✓ Sample Facebook (or Google) Ads
- ✓ An advertorial
- ✓ A squeeze page
- ✓ A landing/sales page
- ✓ An email/autoresponder
- ✓ And more!

You may not know it yet, but these are the pieces of a cohesive web marketing campaign.

As a marketer who regularly hires copywriters, I can say the most POWERFUL portfolio is a top-to-bottom campaign that demonstrates your expertise.

So, if you don't have any writing samples today, there's absolutely no disadvantage.

We're going to walk you through creating them!

And ...

I'm going to give you a chance to get paid for the samples you're going to write.

Here's how:

I mentioned earlier that this year's *Web Intensive* was bigger and better than any prior *event*.

That's because attendees didn't just *learn* from the best minds in our industry ...



They saw those master-level techniques **applied to real-life web campaigns.**

More specifically, to one of AWAI's web campaigns for our flagship publication, *The Barefoot Writer*.

And after every presentation, Ben, Brian, Clayton, Nick, and Pam all took the time to walk attendees through exercises to use their new skills on a real sales funnel for AWAI's product.

It was a unique opportunity to get hands-on training experience ...

And now you can do the same.

I explain all the details inside, but the bottom line is ...

If you work through the exercises ... write web copy samples that promote *The Barefoot Writer* ... and send your samples to us ...

**We may very well hire you!**

And don't worry about getting the copy perfect. The idea is what's most important.

If we see an idea we want to test, we'll pay you for your work ... and help you polish those samples into real, tested web copy.

And voila!

You'll have AWAI as a client on your resume ...

A paycheck ...

A glowing portfolio ...

And you'll be well on your way to web-writing success.

That's all there is to Step #3.

Finally, it's on to the fourth step ... building your business so you can start getting clients!

---

## BLUEPRINT STEP #4

---

# BUILD YOUR BUSINESS AND START GETTING CLIENTS

The first part of Step #4 is to make one very important decision:

What you want to write about ... and who you want to write for.

We call this a “niche” — and focusing on one particular niche is the fastest way to become the go-to writer in your corner of the web copy market ... and get paid an expert's fees to boot.

But ... choosing a niche tends to be a very common roadblock for beginning writers. Unfortunately, I've seen it hold writers back for *years*.

That's not going to happen to you.

Because you're going to have access to Pam Foster's super popular webinar, “How to Choose Your Writing Niche.”

Pam is also the author of AWAI's *How to Choose Your Writing Niche: Your Step-By-Step Blueprint for Finding a Niche That's Right for You*, based on the template she used to land seven new clients in seven weeks.

And Pam has turned her popular program into a three-hour, one-stop-shop webinar experience. All you need to know is what you're personally passionate about ... and Pam will guide you to a niche you love.

And, when you purchase the *2016 Web Intensive Home Study Program* today, you'll get instant access to her webinar on me.

**Once you have your niche chosen, you can move on to designing your “fast-acting” self-marketing plan with six-figure copywriter and coach, Joshua Boswell ...**



**Joshua Boswell**  
**Client-Getting Expert, Master Copywriter, Entrepreneur, Speaker, and Coach**

Joshua is an incredibly successful freelance copywriter, inspirational and energetic speaker, and an undeniable expert at landing new clients.

And in Joshua's *Web Intensive* marketing presentations, he reveals the marketing system he used to earn a six-figure income ... and pay off nearly \$200,000 of debt ... in just 11 months!

His sessions are another “MUST-SEE” series ... since anyone who follows Joshua's simple yet *effective* techniques is practically guaranteed success.

“Joshua's enthusiasm and incredible advice are always inspiring. He is a joy to listen to. The first thing I'm going to spend time on is my USP. Thanks, Joshua!”

*- Judy Garrison*  
*2016 Web Copywriting Intensive Attendee*

In this client-landing crash course, Joshua holds nothing back:

- ✓ He'll show you his cream-of-the-crop strategies for approaching a potential client ... including what to say ... what information to send (and *how*) ... and the number one question to ask that practically seals the deal with your very first conversation.
- ✓ You'll discover where to find clients ... and get the criteria for creating a list of your dream clients (including making sure *they* are the right fit for *you*).
- ✓ You'll learn to price your services appropriately ... and to talk to clients in such a way that your professional fee becomes a total no-brainer.
- ✓ Finally, Joshua will walk you through creating a complete self-marketing plan ... step-by-step ... so you'll have a detailed action-plan to implement the moment you're ready.
- ✓ And, he's going to show you how to implement his superstar secrets so effectively that, in just a few months, clients start coming *to you*.

"I think what Joshua said this morning inspired me to think about marketing in a new way. He brought some fresh ideas for marketing my writing service and encouraged me to think more like a businessperson."

- *Janice Sakata-Schultze*  
*2016 Web Copywriting Intensive Attendee*

After Joshua's sessions, you'll be chomping at the bit to put your ready-to-go plan into action ... and start *landing* your first clients in just a few weeks!

That's not all ...

There's one more little thing you may be worrying about that we're going to help you through ...

And that's **how** to work with clients.

For that, you'll go back to Pam Foster for two additional business-building sessions:

**“Working Effectively with Web Clients,”** where Pam shows you how to set up an easy seven-step system for success with every client ... and be your clients' hero by driving the process with confidence ...

And ...

**“Site Audit Consultations: Your Gateway to Great Web Clients,”** where Pam shows you how to *get paid* to write project proposals.

“Joshua is a rock star! This style of marketing is SO much appreciated. I'm not going to waste my time trying to educate the small fish ... I'm going after the whales.”

*- Carl Thompson  
2016 Web Copywriting Intensive Attendee*

And that's it!

That's the whole kit and caboodle.

That's all four steps you need to take to launch a successful web copywriting career, even if you have zero writing experience today.

You'll have every skill set ...

Every master strategy ...

A glowing book of samples ...

(Perhaps even a paycheck and a new client ... )

And every action-step checked off your Blueprint.

You'll be ready to start taking clients and enjoying your flexible, *lucrative* new career.

I hope you can see how comprehensive this package is — and that it takes relatively little effort to create a brand-new lifestyle for yourself.

Honestly ... most of it is watching videos and following along with expert exercises.

We've made it nearly "fill in the blank" simple to transform yourself into a confident web copywriter ... with a solid business foundation.

At this point, you're probably wondering what this top-to-bottom career-building resource is going to cost.

Let me put it this way ...

## **Your Investment ...**

As I mentioned, one ticket to this year's *Web Copywriting Intensive* live in Austin was a \$4,995 investment (not including airfare, or room and board).

It's not an inexpensive event ... but every year, without fail, we sell out all the available seats ... with many people on the waiting list.

Granted, there are a LOT of extra perks included when you attend *Web Intensive* live ... especially this year.

Attendees were assigned their own personal peer review groups and copy chiefs ...

They had one-on-one meetings with expert copywriters, where they could ask any questions they wanted ...

And they were provided with pre- and post-event sessions that ensured their success.

(Not to mention the inherent motivation of a live event. Talk about momentum!)

All of this makes the \$4,995 ticket price totally reasonable for those who were able to make it in person.

But before I tell you about the great deal I have in mind for you on the 4-Step Blueprint and the *2016 Web Intensive Home Study Program*, there's one more thing I have in store for you ...

A "Bonus Step" with a face value worth \$1,628 alone — and it's potentially *priceless* in the additional fees you can charge.

---

## **BONUS! BLUEPRINT STEP #5**

---

# **ADVANCED SKILLS, STRATEGIES, and SERVICES to ACCELERATE YOUR SUCCESS**

There are so many fun aspects, skills, and nooks and crannies about web marketing that didn't necessarily fit into the "bare minimum blueprint" you've just discovered ... but have the power to accelerate your web copywriting success.

So, you can go through these supplemental lessons one-by-one, or review them "on demand," whenever you're ready to advance your skills or add a new service ...

### **✓ ADVANCED WEB WRITING**

Learn how to optimize every single page of web copy ... and charge upward

of \$1,500 *per page* ... in “Advanced Web Writing: Optimize Everything” with Nick Usborne.

### ✓ **BECOME A WEB MARKETER / CONSULTANT**

“Advanced Conversion Funnel Optimization (or ... ‘How to Become Unbeatable in Any Market’)” with master marketer Ryan Deiss reveals the five elements of a winning conversion funnel, and how to optimize (and charge for) each one.

Design a full funnel using Ryan’s incredible system and you’ll create so many copy projects for yourself, just one funnel could *easily* net you \$10,000 or more.

### ✓ **ADVANCED LEAD GENERATION**

“The Fastest, Easiest, Most Profitable Ways to Get More Traffic, Build Your Audience, and Make Your Site Sell” with Brian Edmondson dives deeper into his powerful lead-generation tricks.

### ✓ **ADVANCED EMAIL CAMPAIGN TECHNIQUES**

“The Invisible Sales Machine” with Ryan Deiss will help you build and write a sales-producing email machine for your clients. The average autoresponder series can net you \$3,000 or more — and Ryan flat-out *gives you* his “fill-in-the-blank” templates for the BEST of his tried-and-true emails.

### ✓ **SEO COPYWRITING CRASH COURSE**

“SEO Keyword and Content Strategies for Non-Geeks” with Heather Lloyd-Martin is one of the easiest ways to get well-versed in Search Engine Optimization ... and help your clients please “the Google.”

Optimizing your web copy using Heather’s toolkit enables you to raise your per-page fee by up to 50%!

### ✓ **WRITE E-LETTERS**

In “Writing E-Letters: The Low-Stress Way to Web-Writing Success,” Heather



Robson reveals an easy project that will grow your bottom line and engage your clients' readers.

### ✓ **USE MARKETING DATA LIKE A PRO**

Jean Baliko shows you the five easy marketing metrics that proves your SEO works and increases your worth in "Marketing Metrics Basics for Copywriters."

### ✓ **EXPAND INTO VIDEO SCRIPT WRITING**

In "Tapping the Booming Online Video Script Market," Master B2B Copywriter Steve Slaunwhite walks you through creating effective video scripts beginning to end.

### ✓ **ADVANCED VSL SECRETS**

In their "Video Sales Letter Copywriting Seminar," Master Copywriters Mark Everett Johnson and Lee Bellinger give you a crash course in powerful Video Sales Letters, including tech tips, FAQs, and how to get your client onboard with a VSL.

### ✓ **CONTENT MARKETING STRATEGIES**

Discover how to develop a killer content marketing strategy for yourself and your clients with Brian Clark ...

Smart marketers know "you get what you pay for" when it comes to engaging content — which is why they're happy to pay \$150 ... \$300 ... even \$450 *each* for fresh, informative content articles. (And Brian shows you exactly how to land those lucrative assignments.)

### ✓ **IN-DEPTH SOCIAL MEDIA TRICKS**

Get Nick Usborne's new tricks in "Social Media Goes Mainstream."

Did you know that setting up and managing three Facebook pages ... and managing two Twitter accounts ... you can rake in *a monthly fee of \$9,500*? Nick will show you how.

Frankly, each one of these presentations has the ability to *at least* double your monthly income — if not create a full-on six-figure business with JUST that service or skill.

These aren't "pie in the sky" rates, either. They're industry standard — and companies *expect* to pay them.

Okay, now that I've shown you your 11 additional bonuses ... with 11 different paths that can more than double your business ...

Let's talk about your ***Home Study*** investment.

As I mentioned, a ticket to *Web Intensive* in Austin was \$4,995.

But the regular price for the *2016 Web Intensive Home Study Program* is just \$1,795 ... an incredible \$3,200 savings.

Considering the majority of the live event is expert presentations and instruction — and you get ALL of them — that's a pretty sweet deal.

Plus ... when you also consider the incredible demand for skilled web copywriters ... and the sizeable fees you'll be able to charge ... you could get a full return on your investment after ONE project.

That's not even mentioning the fact that I've offered you a **live paid assignment ... the chance to help AWAI market *The Barefoot Writer* with the samples you'll create during your Home Study Program ... and pay you up to \$2,000** if we want to test your ideas!

But, I don't want ANYTHING to stop the forward momentum you have going right now.

So, if you order by April 21 at midnight ET, you'll get everything you just saw ... the 4-Step Blueprint ... with the Bonus Step #5 with the 11 bonus presentations ...

For a whopping \$800 off!

That's right ...

You can get everything you need to build your web-writing business in a matter of days for just \$995.

**Order Today!**

## **To Sum Up, Here's What You Get ... (And – You Can Try it All, Completely Risk Free, for Three Full Months!)**

By the time you're done with the **2016 Web Copywriting Intensive Home Study Program**, I guarantee you'll not *only* have **the "basic" web-writing skills down pat** ... like writing website pages, content, and social media posts ...

- ✓ **You'll have advanced marketing secrets in your tool belt** ... like writing ads that get "the click," unique emails that *get read*, and the *crème de la crème* of master sales writing techniques ...
- ✓ **You'll have a comprehensive, master's level understanding of web marketing as a whole.** You'll be able to see the "big picture" and create effective, top-to-bottom web campaigns for your clients. (That means you can double or even triple your fees!)
- ✓ **You'll have a complete web marketing portfolio** ... one of the most powerful demonstrations of your writing talent and the chance to get paid up to \$2,000 to develop it with my marketing team ...
- ✓ **You'll have a self-marketing plan to implement** ...

- ✓ **You'll have a profitable niche you love, picked out and waiting for you ...**
- ✓ **And, you'll have the 4-Step Blueprint to guide you through it all ...**
- ✓ **PLUS, the Bonus Step #5 with 11 additional services and advanced skills** you can use to skyrocket your monthly income and bring more value to your clients — worth \$1,628 at face value, but potentially *priceless* in the long-run ...

You're going to get ALL this for just \$995.

And, your purchase today is 100% risk free.

**I guarantee you'll have everything you need ... all the skills, guidance, and momentum ... to push forward and launch your web copywriting business, or your money back.**

Take a full three months to try it all out.

Get your business up and running, and start working as a web writer. And, if you change your mind about pursuing web writing as a copywriting niche ... feel this program didn't over-deliver, or really, for any other reason (we won't ask) ... all you have to do is let us know.

In the time it takes to send a quick email or get on the phone with our friendly Member Services team, you'll get a prompt refund of every dollar you invest today.

**Order Today!**

# Just Days from Now, You Could Be on Your Way ...

This is YOUR chance to master the skills ... build a complete web copywriting business from scratch ... and start living *the writer's life* once and for all.

Just a few days from now, you could be ready to hang out your shingle, start taking clients, and *getting paid to write*.

If you've read this far, you can see that it's absolutely possible, thanks to the 4-Step Blueprint and all the resources you'll need contained in the *Web Intensive Home Study Program*.

My recommendation?

If you're even *considering* becoming a web copywriter, give this program a try. There's absolutely nothing to lose ... and a lifetime of financial and lifestyle freedom to gain.

Remember, your purchase today is 100% refundable up to three full months from today if it's not for you.

But, this incredible offer is only on the table for a limited time.

So, [order now](#) ... save \$800 ... get the **4-Step Blueprint** and ALL the bonuses ...

And I look forward to hearing about the next superstar web copywriter in the industry ... YOU!

To your success,

A handwritten signature in black ink that reads "R. Matter". The signature is written in a cursive, flowing style.

Rebecca Matter

President, AWA

Founder, *Wealthy Web Writer*

**Order Today!**

---

**American Writers & Artists Inc.**

245 NE 4th Ave., Ste 102

Delray Beach, FL 33483

(561) 278-5557 or (866) 879-2924

[www.awaionline.com](http://www.awaionline.com)

[Privacy Policy](#) | [Contact Us](#)